

# OUR TEAM & CORE VALUES

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**SEED PLANNING  
MEDICAL BUSINESS UNIT**

# MEET OUR TEAM



## YOSHI HONDA

Senior Director  
Research & Operations  
/ Registered Nurse

*"With my nursing background, I endeavor to capture both the client's perspective and field insights. I serve as a trusted bridge between Japan and the global healthcare community, driven by a spirit of true hospitality."*



## HAYATO YAMAMOTO

Team co-lead  
Senior Research Analyst  
/ Moderator

*"I conduct interviews that truly reflect both physicians and patients' thoughts and experiences. My mission is to encourage and inspire my team to reach our full potential together."*



## YUKO TWEED

Team co-lead  
Senior Research Coordinator

*"Drawing on my strength in smooth project operations and client-focused communication, I ensure every client feels supported and every project is executed with thorough attention to detail."*



## MASAYO KURIAKI

Senior Research Manager  
/ Moderator  
/ Registered Nurse

*"Building upon my background in nursing and hands-on experience at Seed, I'm dedicated to building a team that our clients can always rely on with peace of mind."*

# MEET OUR TEAM



**HIROTAKA NISHIMURA**

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Senior Research Analyst

*"Our team's 'let's give it a try' spirit is the driving force that helps us overcome any challenge!"*



**HARUKA TATSUMI**

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Senior Research Analyst

*"I value every single voice and strive to deliver better research while continuing to grow myself."*



**MAI HAYAKAWA**

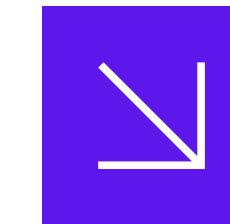
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Project Manager

*"Having newly entered this field, I now find great fulfillment in taking on client-facing roles, always approaching each task with care to deliver reliable results."*

# VISION & MISSION

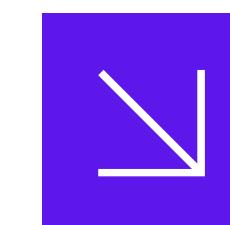
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## VISION

To be the most trusted research partner connecting global healthcare innovation with the unique insights of the Japanese medical landscape.

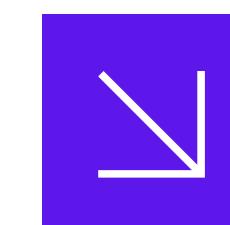
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## MISSION

We deliver culturally nuanced, ethically grounded, and scientifically rigorous insights from Japan's healthcare professionals and patients to empower global decision-making.

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## CORE VALUES

1. Empathy & Integrity
2. Cultural Understanding
3. Collaborative Excellence

We act with empathy, think with cultural awareness, and work in global partnership.

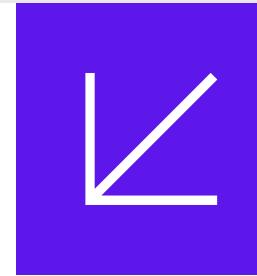
# WHAT SETS US APART

## OVER 40 YEARS OF EXPERIENCE

As a specialized market research firm with a solid foundation in the Japanese healthcare industry.

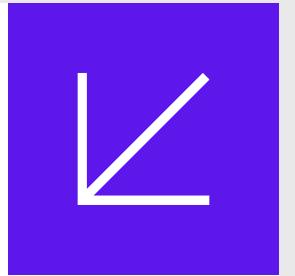
## OUR CORE EXPERTISE

Full service Japan projects —from fieldwork only to comprehensive reporting and consultation.



## FULLY BILINGUAL TEAM

Every member can manage global communication and projects seamlessly.



## UNMATCHED REACH IN JAPAN

- The largest physician and HCP panel in the country
- The widest consumer and patient panels
- Unique access to hard-to-reach rare disease and difficult patient segments through our original channel



# STAY IN TOUCH

We are just an email away!  
Contact us for any inquiries.

**ESOMAR** **EphMRA**

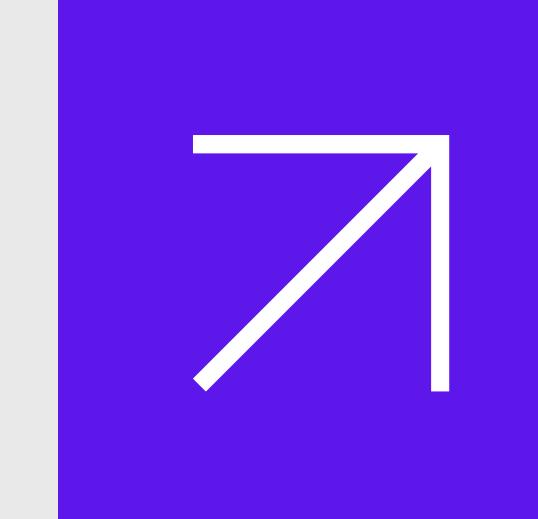


正会員 No.20222

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**SEED PLANNING  
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